BRANDNEWS

INSIDE THIS ISSUE

BRANDING CAMPAIGN WINS RECOGNITION

USAID, working in partnership with JDG Communications, has won seven awards for the branding campaign.

They include: three Silver Inkwell Awards from the International Association of Business Communicators; two MAwards from the American Marketing Association; an Excellence in Government Communications award from the Performance Institute; and an American Graphic Design Award from Graphic Design USA.

QUICK WEBLINKS

Acquisition & Assistance Policy Directive
http://www.usaid.gov/business/business_opportunities/cib/pdf/aapd05_11.pdf

Federal Regulation
http://www.usaid.gov/business/regulations/

PowerPoint Presentation
http://www.usaid.gov/branding/bm_asst_awards.ppt

FAQ
http://www.usaid.gov/branding/marking_faq.html

Photographer: Rhoewena Loreto, Creative Associates

Grade one pupils receive book bags and teaching supplies at Ma'ahad Mahwill Al-Irshadie in Barangay Limbo, Sultan Kudarat, Maguindanao, Philippines.

WELCOME TO OUR FIRST EDITION!

This e-newsletter is for U.S. Agency for International Development (USAID) employees and partners; to assist you in implementing the Agency's branding and marking requirements.

BrandNews is designed as a resource tool—explaining policies, showcasing their practical application through examples, and addressing common questions.

This first issue focuses exclusively on assistance awards—as our new requirements are now in effect— but future editions will cover direct acquisitions as well as information helpful exclusively for USAID missions.

BrandNews will be e-published (no print copies) on a regular basis, whenever important information needs to be communicated. There is no distribution list.

BrandNews will be posted on the Agency website at www.usaid.gov/branding. Employees will be notified through our Agency notices. Mission and Bureau Brand Champions will forward copies to partners.

Employees and partners are encouraged to e-mail me at jgiordano@usaid.gov with comments or suggested content for future issues. Please send branded photos as one will be featured each issue.

I know many of you are seeking more information. It will take some time to develop the *Partner Co-branding Guide* and update the *Graphic Standards Manual*. Hopefully this will help provide valuable guidance in the interim.

Joanne B. Giordano
Senior Advisor for Brand Management

ASSISTANCE AWARD GUIDANCE: BUSINESS CARDS

POLICY

Assistance partners are NOT required to have the USAID Identity on their business cards.

In fact, recipients of grants and cooperative agreements must receive approval from their Cognizant Technical Officer (CTO) before adding the USAID Identity to their business card.

Each USAID mission may establish its own policy on partner business cards through Mission Orders. Some may decide not to allow any partners, some may enable all, and others may decide on a case-by-case basis depending on the program.

If approval is granted, partners must follow the design guidelines on this page. The USAID Identity must be placed in the top left corner and the legend "USAID Grantee" or "USAID Assistance Partner" must be included above the person's name. The partner's corporate logo must be placed opposite USAID in the top right corner. If desired, the program name may be placed in the address block.

These measures are to ensure partners are not misrepresented as USAID or U.S. government employees.

Business card templates are available in Quark XPress and PageMaker at www.usaid.gov/branding/templates.html. All text is set in the USAID font, Gill Sans. Name, title and contact details can be modified. Business cards must include the USAID Identity printed in two colors, PANTONE 280 (USAID Blue) and PANTONE 200 (USAID Red). Colors for the partner's logo are designated by their own corporate design standards. Templates may be adapted for local language customs to include cell phone or other critical information. The back of the card may be used for local-language translation.

The copy for the name should be set in 8pt Gill Sans Bold, with the title and legend set in 8pt Gill Sans Light on 8.5pt leading. The address should be set in 8pt Gill Sans Light on 8.5pt leading. All text should appear left justified. All copy should be set in PANTONE 280 or black.

Maximize clear space separating the USAID Identity from the partner's logo. Two lines of clear space should separate the partner's logo from the USAID Identity. There should also be one line of clear space between the title and the address block.
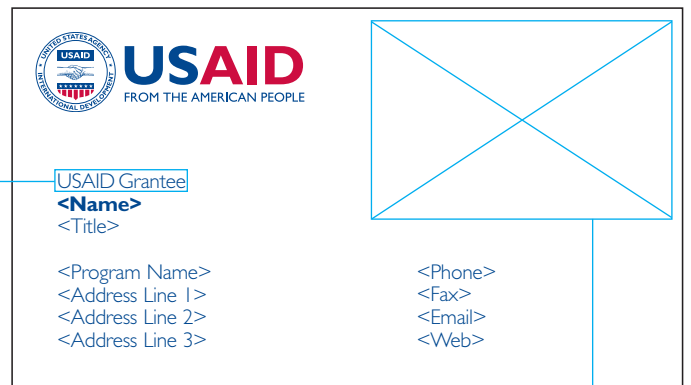
PRACTICE

Non-Governmental Organization (NGO) Business Card

Partners may choose to follow their own corporate design standards on their business cards.

USAID Co-Branded Business Card

THIS AREA SHOULD BE USED FOR ASSISTANCE PARTNER'S LOGO

THE WORDS "USAID Grantee" OR "USAID Implementing Partner" MUST BE TYPESET ABOVE A PERSON'S NAME

ADDRESS SHOULD BE PARTNER'S OFFICE OR PROGRAM OFFICE, NEVER USAID MISSION.

If USAID approves use of the USAID Identity, business cards must be laid out as shown above.

ASSISTANCE AWARD GUIDANCE: LETTERHEAD

POLICY

Assistance partners should have two types of letterhead used for two different kinds of correspondence.

Letters used as part of the **administration of the award** should only bear the implementer's own corporate logo. This include correspondence used to hire and fire personnel, rent office space and equipment, register with the host-country government, request tax-exempt status, or any other **operational communications** developed and disseminated as a legal entity. Partners should use their own corporate design standards for this letterhead.

Letters used as part of the **administration of the program** should bear both the USAID Identity and the assistance partner's corporate logo. These include correspondence used to communicate with beneficiaries, invite participants to a training session, host events, contact media, work with ministries, or any other **program communications** developed and disseminated as an implementing partner of USAID.

Partners must follow the USAID design guidelines for letterhead on this page.

For program correspondence, the USAID Identity must be placed in the top left corner and the implementing partner's logo in the top right corner.

The program name, if appropriate, may be placed in the middle at the top or bottom.

The implementer's address or program office (not the USAID mission) should be included at the bottom in a signature block. The signature block should clearly indicate the author of the communication and his or her organization and designation. To ensure there is no miscommunication that the individual is a USAID or U.S. government employee, the body copy may also clarify the person's role, if necessary or appropriate.

The copy of the signature block should be set in 9pt Gill Sans Light with 10pt leading. All text should appear left justified. All copy should be set in PANTONE 280 or black.

Letterhead templates for Microsoft Word (desktop publishing), Quark XPress and PageMaker(professional printing) are available at www.usaid.gov/branding/templates.html.
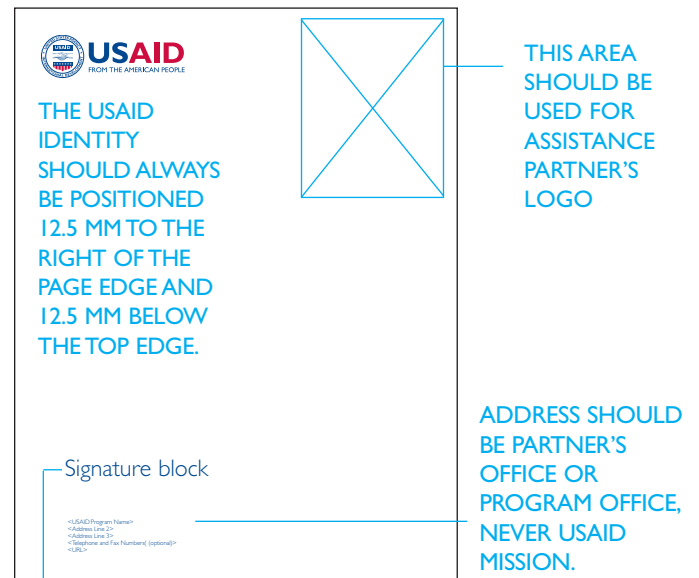
PRACTICE

Non-Governmental Organization (NGO) Letterhead
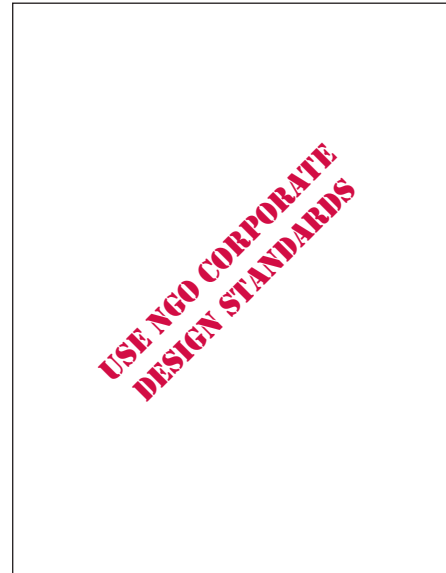
For administrative or operational communications, partners may follow their own corporate design standards.

USAID Co-Branded Letterhead

THE USAID IDENTITY SHOULD ALWAYS BE POSITIONED 12.5 MM TO THE RIGHT OF THE PAGE EDGE AND 12.5 MM BELOW THE TOP EDGE.

THIS AREA SHOULD BE USED FOR ASSISTANCE PARTNER'S LOGO

ADDRESS SHOULD BE PARTNER'S OFFICE OR PROGRAM OFFICE, NEVER USAID MISSION.

Signature block

TITLE, SUCH AS CHIEF OF PARTY, SHOULD INCLUDE PARTNER'S ORGANIZATION.

For program communications, follow USAID co-branded design standards.

ASSISTANCE AWARDS: FREQUENTLY ASKED QUESTIONS

Q: Do branding and marking requirements apply to grants and cooperative agreements awarded prior to January 2, 2006?

A: No, the new requirements outlined in the federal regulation do not apply to awards fully funded prior to 2006. There was a typo in the non-retroactivity provision of the Acquisition & Assistance Policy Directive AAPD 05-11 which is being corrected and reissued. However, partners are reminded that pervious marking requirements included in existing awards for publications and media materials still apply.

Q: Are there templates for creating Branding Strategies and Marking Plans, or any models USAID can provide?

A: No, there are no templates, as the strategy and plan must be customized for each project or program. They may vary widely whether you're providing technical assistance or building infrastructure, launching a health campaign or consulting on a democracy program. There may be models we can share over time, but only if used as a yardstick for similar assistance awards. For now, all we ask partners to do is address the questions posed in the strategy and plan as thoroughly as possible.

Q: Are there any budget parameters? Or guidance on how to itemize costs?

A: Costs for branding and marking USAID assistance projects and programs awarded after January 2, 2006, must be included in the total cost estimate for all submissions. But, there is no global standard, such as a percentage of the total budget. Some Requests for Assistance (RFAs) or Agreement Officers may provide additional guidance; it is always best to ask your agreement officer.

Q: Do the requirements apply to Public International Organizations (PIOs)?

A: No, as they are generally multi-donor funded. Marking requirements do apply if PIOs are competing with NGOs for grants. Also, the Agency may negotiate co-branding if USAID is the sole donor or if other bilateral organizations will have their logo on program materials.

Q: What about marking vehicles, office space, equipment and supplies?

A: No, marking is not required on items used as part of the administration of the grant or cooperative agreement. Our goal is to mark the programs and projects, not our implementing partners.

Q: Where do partners get stickers to mark computers and other commodities? Who pays for these?

A: Three vendors who keep a supply of adhesive labels with the USAID Identity in multiple sizes are available on our website at www.usaid.gov/branding/suppliers.html. Partners and missions may use any vendor to produce these as long as they comply with our graphic standards. For new awards, costs should be included in the total cost estimate; for existing awards, additional funds might be required.

Q: When partners submit a Branding Strategy and Marking Plan for an existing award, do they also submit a new cost estimate?

A: Yes, recipients of existing awards who are required to submit a Branding Strategy and Marking Plan, when these provisions are added to their current agreement, should also submit a cost estimate covering any additional costs such as media events, professional photography, plaques, labels, banners, and the like.

Q: What is the policy for grants under contract? And contracts under grants?

A: The Agency sometimes hires a contractor to make and manage small grants on behalf of USAID, or provides for commodity contracting under a grant. In the first instance, grants under contracts follow the assistance policy and requirements of co-branding and marking. In the latter instance, contracts under grants follow the acquisition policy and requirements of exclusive USAID branding and marking.